JELL-O

AMERICA'S MOST FAMOUS DESSERT

10¢ a package

PURE
FRUIT
FLAVORS

"Yes, Jell-O, please,
all seven flavors"

THE JELL-O GIRL

The Easy-Made Jell-O Desserts

We have been asked, "How did it happen that Jell-O became so quickly 'America's most famous dessert?'"

It did not happen.

It came about very naturally.

We all like something especially good for the end of dinner. When dessert time comes the appetite is pretty well satisfied, but there is usually a little spot left that has not been touched and needs touching to make the dinner a complete success.

Jell-O touches that particular spot.

This alone should have made Jell-O "America's most famous dessert," but two other reasons for its great popularity are the ten cent price and the fact that a Jell-O dessert can be made in a minute.

It is a dessert for everybody, and is so easily prepared for the table that the housewife or school-girl who never cooked anything in her life can make as fine Jell-O desserts as the most accomplished cook.

Women who have made and served hundreds of pies and puddings and other desserts appreciate the saving of time, strength and money which the Jell-O way provides. And it is even more of a help to those who have had little training in the kitchen. Their Jell-O desserts are as good as anybody's.

Jell-O is made in seven different flavors. All are pure fruit flavors, and not the kind that are used in the imitation "jelly powders" which sometimes deceive even very careful people. They are all so pure and good that you cannot make a mistake in choosing any of them. When you have tried them all, you may like some better than others just as you may like one fine fruit better than other fruits, but you will certainly like all of them very much.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate. Remember, these are the pure natural fruit flavors.

Each is in a package by itself and costs ten cents at any grocer's or general store keeper's.

THE GENESEE PURE FOOD CO.,
LE ROY, NEW YORK.

Always look for the Jell-O Girl on the top of the Jell-O package. If she is not there you are not getting Jell-O, but something else.

"Whoopee! It's Jell-O"

If you want to know whether children like Jell-O or not, ask any child. Mothers say there is nothing to take its place with children, because they like it better than anything else, and two or three "helps" do not upset little stomachs as most desserts do.

There are two very good reasons, besides children's love for Jell-O, why it should be a part of their diet: It is good for them, and tired mothers prepare it more easily than anything else the children like.

Being one of the good things to eat that are "good for you," Jell-O is served instead of pie and the heavy and expensive desserts that make so much work and are so hard on stomachs and pocketbooks.

Though Jell-O doesn't have to be cooked and anybody can make Jell-O desserts, the best cooks in America use Jell-O in making their daintiest dishes. Marion Harland says: "Cheapness, simplicity and wholesomeness are among the best qualities of Jell-O." Mrs. Rorer asks: "Why should any woman stand for hours over a hot fire, mixing compounds to make people ill, when in two minutes, with an expense of 10 cents, she can produce such attractive, delicious desserts?"

The flavors used in Jell-O are the pure fruit flavors.

To Make a Jell-O Dessert

Dissolve a package of Jell-O, any flavor, in a pint of boiling water. Pour into a bowl or mould and put in a cool place to harden. Serve plain or with whipped cream. To make "individual" desserts, use cups or small moulds instead of a bowl or large mould.

Without adding anything at all, many different desserts can be made from each of the seven flavors of Jell-O. Such desserts cost only ten cents and serve six persons. They are suitable at all times in all homes.

Jell-O and Fruit

When more elaborate desserts are desired they are easily made by adding fruit or nutmeats to Jell-O. Nothing can be more dainty and delicious than the combinations of fruit and Jell-O described in the recipes in this book and in the little booklet in every Jell-O package. Fruit is always nice for dessert, but, as every housewife knows, when served alone there is a peculiar air of incompleteness about the course. Jell-O and fruit together compose the most satisfactory desserts of the day.

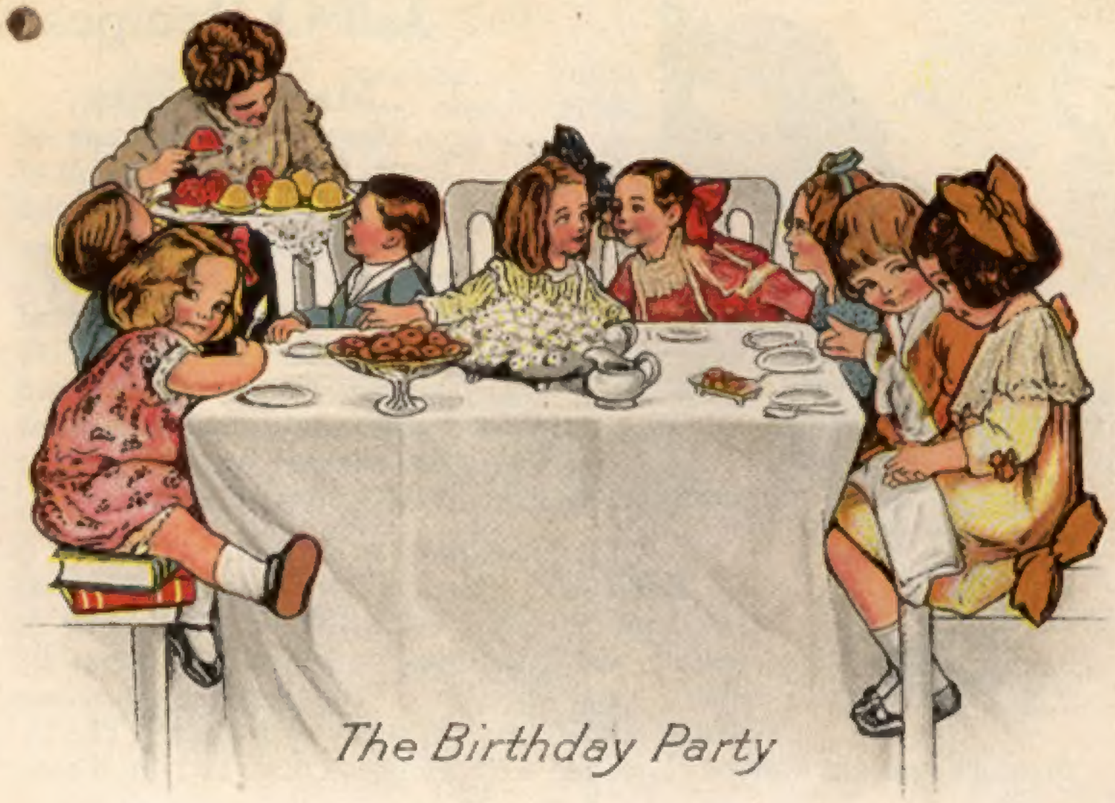
To make a fruited Jell-O dessert, dissolve a package of Jell-O, any flavor, in a pint of boiling water. When it begins to thicken, arrange in it with a fork, sliced oranges and bananas, or peaches and strawberries, or cherries, or currants, or any other fruit that may be preferred or is most convenient. Fruit can also be used as a garnish for any Jell-O dish.

With fruit or alone, Jell-O is nice for serving with other meals as well as dinner, and especially for afternoon and evening lunches, when something particularly fine is desired.

Many delicious dishes are made by using both nutmeats and fruit with Jell-O, or nutmeats instead of fruit.

All of these dishes are easy to make, requiring no cooking, and their cost is very small. Little books in Jell-O packages tell all about them.

A note about moulds.—It is never really necessary to use moulds of any particular pattern, or any moulds at all, to make the Jell-O desserts described in this book. Any Jell-O dessert can be made in a bowl or common tin. If whipped cream is added, it can be piled lightly on top of such desserts as effectively as it can be put in the center of a border mould. The gem-like beauty of the dessert itself will not be greatly changed by any particular shape or form that may be given to it.



The Birthday Party

Nan is six years old, and mamma and Bobbie are giving her a party. And what a dinner mamma has prepared! Just now she is serving a Jell-O course, and there is no mistaking the children's approval.

They all like Jell-O, because it has the delicious pure fruit flavors that children fancy. They are apt to eat more than is good for them of some things they like, and disturbances of the stomach frequently follow such indulgences. Jell-O is one of the good things to eat of which a "little more" may be taken without harm to little stomachs.

It is not necessary to make up "fancy" Jell-O desserts for the children. The plain desserts are so beautiful and delicious that every child likes them.

The little readers of "St. Nicholas," the most famous child's magazine, have been selecting their favorite advertisements in its pages and writing to the editor about them. This is what one little girl wrote:

"In my school we had to write a composition on the advertisements we liked best, and many of them were for Jell-O, for we all love it. It seems as if I could never stop eating it, it tastes so good."

All the Jell-O flavors are pure fruit flavors.

Jell-O Recipes

Maple Mousse

Dissolve one package of Peach Jell-O in one cupful of boiling water and add one cupful of maple syrup. When it begins to thicken beat with an egg beater to thickness of whipped cream, then add 1½ cups of whipped cream and beaten white of one egg. Beat the mixture until very light and turn into the mould and pack in ice.

Chocolate Jell-O

Dissolve one package of Chocolate Jell-O in one pint of boiling water. Pour into a bowl or mould, or divide into "individual" desserts by using small moulds or teacups instead of one large mould, and set away to harden. The individual desserts may be garnished with whipped cream and nut meats.

Grape Juice Frappe

(Illustrated on page 8.)

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint grape juice. Just as it begins to thicken, whip with egg beater until light and spongy; add one cup whipped cream and stir. Serve very cold in sherbet glasses, garnished with a spoonful of whipped cream.

Almond Cherry

(Illustrated on page 8.)

Dissolve one package of Cherry Jell-O in one pint of boiling water. Pour half into a mould or bowl. When it begins to thicken, drop in a row of blanched almonds or walnut meats. If a mould like one in the picture is used, put a nutmeat in each peak, instead of first row mentioned. When hard pour in the rest of the Jell-O, add a row of almonds, and set away to harden.

Mrs. Rorer's Bavarian Cream

(Observe the simplicity of this recipe, and the low cost of the dessert as compared with the usual Bavarian Cream recipes.)

Dissolve one package of Orange Jell-O in one pint of boiling water. Add half a cupful of sugar and stand aside until it begins to harden. Then fold in one pint of whipped cream and turn into the mould. Serve very cold.—*Contributed by Sarah Tyson Rorer.*

Maple Walnut Jell-O

Dissolve one package of Peach or Orange Jell-O in one cupful of boiling water. Add one cupful of maple syrup. When nearly cool, add one cupful of walnut meats. Set away to harden. Serve with whipped cream.

Banana Cream

Peel five large bananas, rub smooth with five teaspoonfuls of sugar, and add one cup of cream beaten to a stiff froth. Dissolve one package of Lemon Jell-O in three-fourths pint of boiling water. When cold, stir in the cream mixture. Pour into a mould and set away to harden. Serve with whipped cream.

Paradise Pudding

Take one-quarter pound blanched almonds, one dozen marshmallows, one dozen candied cherries, one-half dozen macaroons. Cut these fine and stand aside in a cool place. To one package of Lemon Jell-O add one pint of boiling water, and when cold, set the dish in cold (or ice) water and whip until light and consistency of whipped cream. Then fold in one cup of whipped cream, the cut fruit and one-quarter cup of sugar. Turn into a square pan and set in a cold place to harden. Serve in slices. Will serve twelve or more.

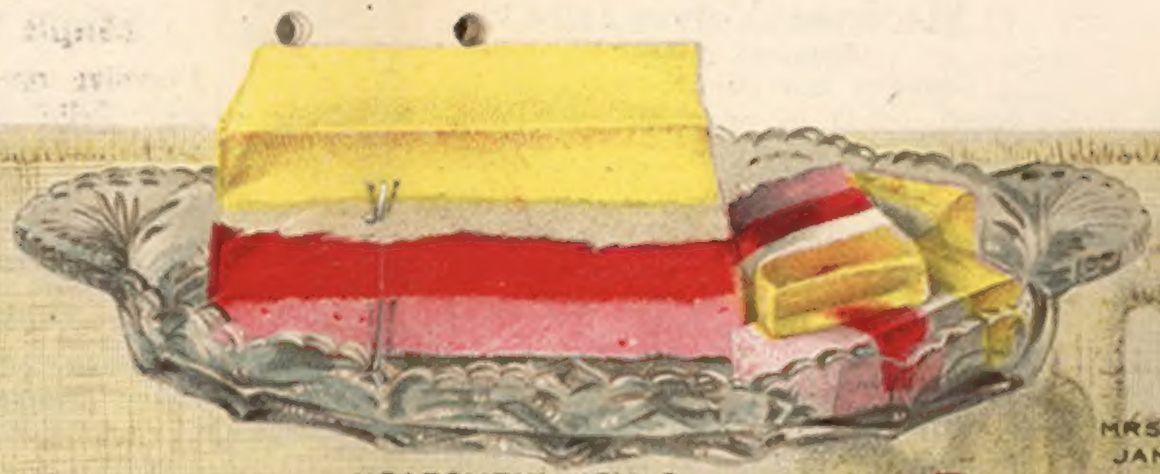
Delight Jell-O

(Illustrated on page 7.)

Dissolve one package of Chocolate Jell-O in one pint of boiling milk, and pour half into a border (open center) mould. Set this half away to harden, and when hard put a dozen marshmallows around the dish inside and in center of it, sprinkling between them a cup of coarsely chopped English walnut meats. Then pour on rest of the Jell-O, and when it hardens place another dozen marshmallows and more nutmeats, as before. When ready to serve, pile whipped cream in center and decorate with a dozen halves of walnuts. A cherry may be added to each individual dish as the pudding is served. See "Note about moulds" at the bottom of page 3.

A fine big Jell-O dessert, costing 10 cents, can be made in a minute.

MACAROON VELVET JELL-O



NEAPOLITAN JELL-O

MRS. RORER'S JAMBOLAYA

PURE FRUIT FLAVORS

STRAWBERRY JELL-O

ALMOND CHERRY

BERRY FRAPPE

DELIGHT JELL-O

GRAPE JUICE FRAPPE

Macaroon Velvet Jell-O

(Illustrated on page 7.)

Dissolve one package of any flavored Jell-O in one pint of boiling water. When it begins to thicken beat until thickness of whipped cream, then add one cup whipped cream and six crushed macaroons. Whip all together thoroughly, letting harden, and serve with whipped cream.

Mint Jell-O

Dissolve one package of Lemon Jell-O in one pint of boiling water. When it begins to thicken, stir carefully into it a heaping tablespoonful of fresh mint leaves picked into tiny bits. Set away to harden. Served with lamb, this is an especially delicious dish. It is very pretty on the table.

Neapolitan Jell-O

(Illustrated on page 8.)

Neapolitan or layer pieces are easily made and are very nice. A popular one is made as follows: Dissolve one package of Lemon Jell-O in one pint of boiling water. Pour two-thirds of the Lemon Jell-O into a square mould or basin, and when it has set beat the rest and pour it on. When this layer has set, dissolve one package of Strawberry Jell-O in one pint of boiling water, and when cool, using a spoon, put two-thirds of it on the Lemon Jell-O in the mould. When this has set, beat the rest, pour it on, and set away to harden.

Raspberry Jell-O may always be used instead of Strawberry Jell-O for layer desserts, if preferred or if more convenient, and Orange or Peach Jell-O may be used instead of Lemon Jell-O.

A layer of beaten Lemon Jell-O between two layers of unbeaten Cherry Jell-O is another combination that makes a beautiful dessert. Beat one-quarter of the Lemon Jell-O for the middle layer, serving the rest in some other way.

Any two different colors of Jell-O can be used instead of Cherry and Lemon for three-layer pieces, or they can be made by whipping half the Jell-O from one package, any flavor, and placing a middle layer of the unwhipped Jell-O that is left between two layers made of the whipped part. Always set in a cold place to harden.

The combination of whipped and plain Jell-O produces appetizing dishes of extreme beauty, and these layer desserts are consequently very popular. They are served plain or with whipped cream, as desired, and every one is delicious.

Chocolate Walnut Jell-O

Dissolve one package of Chocolate Jell-O in one pint of boiling water. When it begins to harden, add one-half cup English walnut meats and a half dozen figs cut up fine. Set away to harden. Serve with whipped cream.

Berry Frappe

(Illustrated on page 7.)

Dissolve one package of Raspberry or Strawberry Jell-O in one pint of boiling water. Just as it begins to thicken, whip the Jell-O and add one pint of whipped cream, beating all together until thick. Serve in frappe glasses, partly filled with crushed fresh raspberries or strawberries. Canned berries are good when fresh fruit is out of season.

Orange Star

Dissolve a package of Orange Jell-O in a pint of boiling water and pour into a star mould. When cool put cold slices of orange in each segment of the mould. Set away to harden. Serve plain or with whipped cream.

Mrs. Lincoln's Strawberry Mousse

Dissolve one package of Strawberry Jell-O in one pint of boiling water and cool it quickly. Whip one cup of thick chilled cream very stiff and whip into it gradually one cup strained canned or fresh strawberry juice, sweetened to taste. When the Jell-O begins to stiffen, beat it into the cream; pour it into a wet mould having a tight cover; lay buttered paper on top, cover and immerse in one part salt and two parts ice for three hours. Serve in individual glasses.—*Contributed by Mary J. Lincoln.*

Individual Cherry-and-Lemon Jell-O

Use for this recipe six pretty little aluminum or earthen individual moulds. Dissolve one-half package of Cherry Jell-O in one-half pint of boiling water, and half fill each of the moulds. Dissolve one-half package of Lemon Jell-O in one-half pint of boiling water, and when it begins to set, beat with an egg beater. When the Cherry Jell-O is set, pour the beaten Lemon Jell-O on it. Set in a cool place to harden, then turn out on glass dishes, and serve with sliced bananas and cherries.—*Contributed by Emma Paddock Telford.*

The Jell-O price never goes up,
but is always 10 cents a package.

One of the fine Jell-O desserts shown in the picture was made by a rich man's chef and is to be served by the rich man's butler, whose solemn visage is shown here. The other Jell-O dessert was made by the fair young housewife, who will serve it herself.

The cooks are very different, but the desserts are "as like as two peas."

People who can afford expensive luxuries do not deprive themselves of good things because they are cheap, so Jell-O is as often served in the homes of the rich as in any other.

The incident pictured is only an illustration of the fact that anyone can make as fine dishes of Jell-O as any cook or chef can make.

Jell-O does not have to be cooked. One of the Jell-O rules is: Never cook Jell-O—simply add boiling water.

The young bride who cannot cook, and has started out to make her husband happy and keep him comfortable, has a difficult task before her, and she will find that Jell-O will help her a great deal. She can make up delicious Jell-O dishes which no man could resist. At the same time he will discover that the Jell-O price never goes up and it adds nothing to the "high cost of living."

The ten cent Jell-O Dessert is "America's Most Famous Dessert."

Peach Delight

Dissolve one package of Peach Jell-O in one pint of boiling water, or one-half pint boiling water and one-half pint juice from peaches. Pour a little of the Jell-O into the mould, lay in sliced peaches, add a little cool Jell-O, let it harden, then add another layer of peaches and more Jell-O until mould is full. Set away to harden. Serve with whipped cream.

Russian Sponge

Dissolve one package of Lemon Jell-O in one pint of boiling water. When lukewarm whip to a cream; whip whites of two eggs, and mix both together; add two tablespoonfuls of sherry wine and a handful of chopped nuts. Set away to cool. Serve with whipped cream or soft custard.

Raspberry Jell-O Supreme

Press one banana through a sieve, add juice of half a lemon, half a cup of sugar, and one egg well beaten; mix all together until very light and set in a cold place. Dissolve one package of Raspberry Jell-O in one pint of boiling water and turn into a pie tin to harden. When ready to serve, dip a knife in hot water and cut Jell-O in half-inch cubes and half fill individual glasses; then add the banana mixture.—*Contributed by Janet McKenzie Hill.*

Pimento Jell-O Salad

Dissolve one package of Lemon Jell-O in one pint of boiling water. Mix lightly one small cup of finely shredded cabbage, one cup chopped celery, the pulp of two oranges cut fine, and about one-third of a small can of pimentoes. Season with salt. Just as Jell-O begins to set add the mixture. Mould in teacups or individual Jell-O moulds. Set away to harden, and serve on a crisp lettuce leaf with Mayonnaise dressing. Nuts may be added to the salad if desired.

Jell-O for Serving with Meat

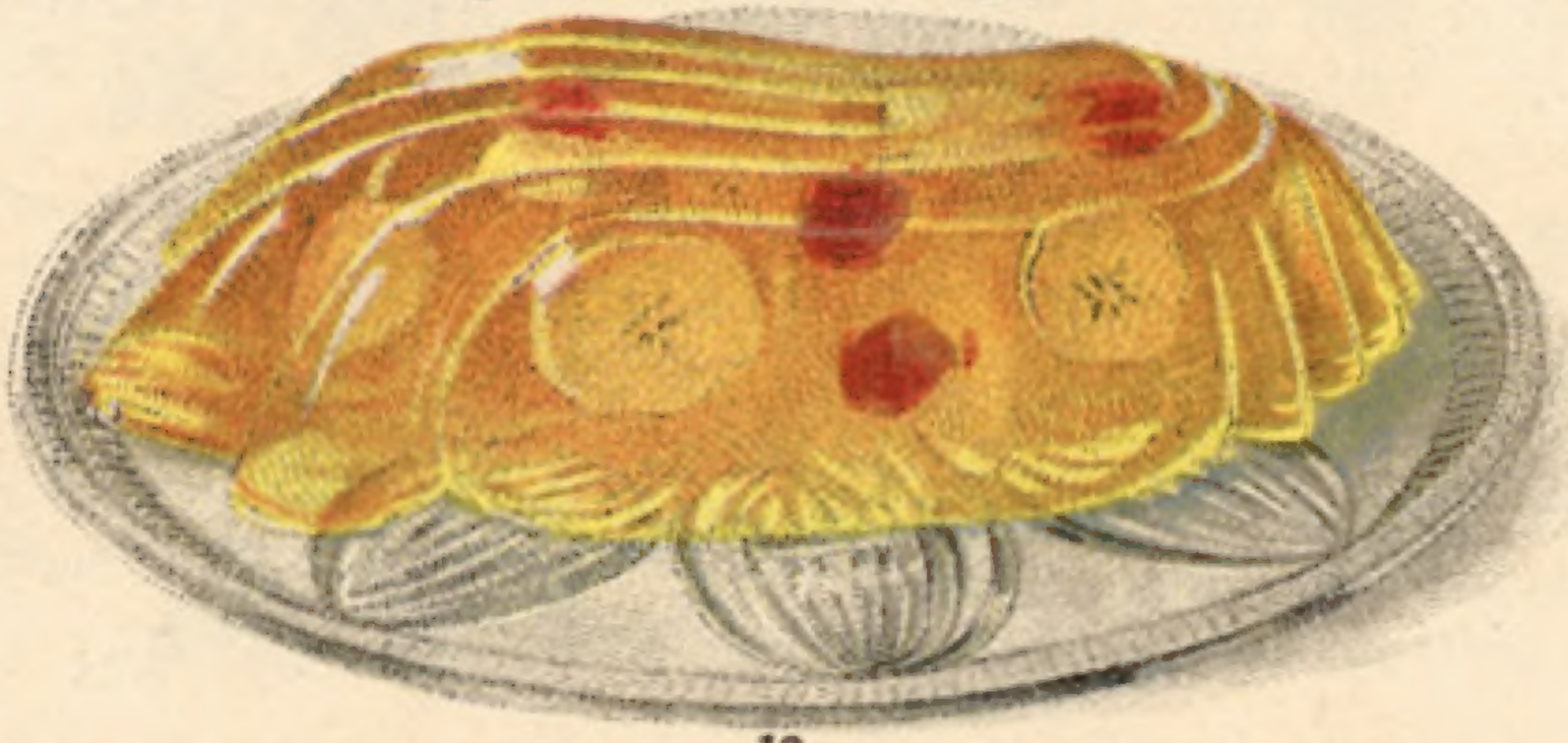
Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint of juice of green-gage plums. Line the bottom of a mould or dish with Jell-O. Let it harden, then put in a layer of green-gage plums, add rest of Jell-O and set away to harden. The plain Jell-O, especially the Lemon and Cherry flavors, is also very fine as a table jelly.

In hot weather, when kitchen work is unusually burdensome, the easy no-cooking Jell-O way is most appreciated. It is in hot weather, too, that the appetite is finicky, and the cool, sparkling, beautiful Jell-O desserts satisfy it as nothing else can. One of the most delightful of these fine dishes is the following:

Lemon Fruit Salad

(Illustrated below.)

Dissolve a package of Lemon Jell-O in a pint of boiling water. Use a shell form mould if you have one. Fill the mould and set in a cold place to harden. When it begins to thicken add cherries and sliced bananas, placing the fruit in the position desired with a fork. Set away to harden. Serve plain or with whipped cream.



JELL-O ICE CREAM POWDER

As everyone likes ice cream, and every hostess considers it a necessary part of the menu for a formal function, it is extremely important that the simplest and most economical method be adopted for obtaining it. This was the problem we set about solving when we produced Jell-O Ice Cream Powder.

It's All in the Powder.

This powder added to milk and frozen makes the kind of ice cream the appetite craves—pure, smooth and of delicious flavor. The sugar, the flavoring—everything except the milk—is in the powder. There is nothing to add.

Of course, the cost is less than when eggs and other expensive ingredients are required. It amounts to just a little more than a cent a dish.

As for **trouble**—there is nothing of the kind. There can be nothing easier than stirring the powder in milk.

At first all this seemed too good to be true, and housewives would ask the grocers: "Don't I have to add sugar or eggs or **anything** except the powder to the milk?" Not until they tried it for themselves were some of them convinced that, though it seemed like magic, it was very real.

In Good Housekeeping Magazine for August, 1914, Woods Hutchinson, A.M., M.D., the noted physician-author, says that "ice cream every day, if fresh and pure, is to be recommended in hot weather, even for children." Of course, Jell-O Ice Cream Powder is as pure as the use of the most wholesome ingredients and modern scientific processes can make it. Ice Cream made from it is of the most desirable quality.

Puddings of exquisite flavor, and sherbets, souffles and other ices are also made of Jell-O Ice Cream Powder.

There are five different flavors of Jell-O Ice Cream Powder: Vanilla, Strawberry, Lemon, Chocolate, Unflavored.

At all grocers and dealers, 10 cents each.

JELL-O ICE CREAM POWDER makes these DAINTY DELICIOUS DISHES

10 CENTS A PACKAGE

GRAPE SHERBET

PEACH ICE CREAM

TUTTI FRUTTI ICE CREAM

WALNUT ICE CREAM

LEMON CREAM PUDDING

NEAPOLITAN ICE CREAM

NIAGARA LITHO CO. BUFFALO.

HOW TO MAKE ICE CREAM

This is the ONLY EASY WAY to make ice cream.

Stir the contents of one package of Jell-O Ice Cream Powder (any flavor) into a quart of milk or milk and cream and freeze in the usual way. (See directions on back of package.) Do not cook or heat the milk. Do not add eggs, sugar, flavoring or anything else, as everything is contained in the package of Jell-O Ice Cream Powder. This will make nearly two quarts of delicious ice cream, and the cost will be about nine cents a quart.

When you cannot get fresh milk, use condensed or evaporated milk.

Ice cream of fine quality can be made in this way.

Evaporated milk should be weakened with cold water to the richness of cow's milk. If you prefer ice cream very sweet, use condensed milk weakened with cold water to the richness of cow's milk.

There are full directions on every package of Jell-O Ice Cream Powder, and in every package is a little booklet or a folder containing recipes for different kinds of ice cream, ices and puddings. There are recipes for Banana Ice Cream, Cocoanut Ice Cream, Walnut Ice Cream, Peach Ice Cream and many other delicious creams which any housewife would be delighted to serve.

One of the pudding recipes is so popular that it deserves the widest possible publicity, and it is accordingly given a place here.

Delicious Cream Pudding.

Put one quart of milk in double boiler (saving out one-half cup) with one package of Jell-O Ice Cream Powder (any flavor) and a pinch of salt. Stir all together. Let heat to the scalding point. Then stir two heaping tablespoonfuls of cornstarch (or flour, if you prefer it) into the half cup of cold milk saved from the quart, and stir this slowly into the scalding milk and thicken to the desired consistency. In this way a thick or thin pudding can be made.

This is only one of a great number of particularly fine puddings that are made of Jell-O Ice Cream Powder.

Never More than 10 Cents.

Notwithstanding the advance in price of most food products, Jell-O Ice Cream Powder still sells at 10 cents a package. Everybody can afford ice cream at this price.

Our demonstrators use the White Mountain Freezer on account of its ease of operation and the general satisfaction it gives.

Jell-O Charlotte Russe

Dissolve a package of Lemon Jell-O in one cup of boiling water. Add one cup of sugar and one cup of wine and stir until the sugar is thoroughly dissolved. When it begins to thicken, whip the Jell-O, then add one pint of whipped cream and the beaten whites of two eggs and beat all together. Turn into a large mould lined with lady fingers or slices of sponge cake and put in a cold place to harden.

Mrs. Rorer's Jambolaya

(Illustrated on page 8.)

Fill a mould or tall glasses a little more than half full of mixed sliced fruits, oranges and bananas and other fruits in season. Dissolve one package of Orange Jell-O in one pint of boiling water, When cool pour it over the fruit in the mould or glasses. Chopped nuts may be added. Set away to harden.—*Contributed by Sarah Tyson Rorer.*

Apple Snow Jell-O

Dissolve one package of Strawberry Jell-O in one pint of boiling water. When partly cold, turn into sherbet glasses, filling three-quarters full. When firm pile apple snow on top. Apple Snow: White of one egg, one grated apple, and one-half cup sugar. Beat till light and feathery.

Manhattan Salad

Dissolve one package of Lemon Jell-O in a pint of boiling water. While it is cooling, chop one cup tart apples, one cup English walnuts, one cup celery, and season with salt. Mix these ingredients and pour over them the Jell-O. Cool in individual moulds, and serve on crisp lettuce leaves with mayonnaise dressing. This is an especially fine salad.

Jell-O is not Gelatine

Do not confuse Jell-O with gelatine, for they are not the same. There is gelatine in Jell-O, but Jell-O is a prepared dessert and gelatine is not. Jell-O contains the different ingredients required to make the usual dessert. Gelatine does not have any of them until the cook puts them in it. Jell-O desserts cannot be made of gelatine, but only of Jell-O.

A Jell-O dessert costs 10 cents and can be made in a minute.

This is the Jell-O package

Anything Sold in Any Other Package is Not Jell-O

And the famous Jell-O desserts cannot be made of anything that is not sold and delivered in this package.

There are other 10-cent dessert preparations, but the careful housewife will not take them when the same money buys Jell-O itself.

If any "directions" besides those on the back of the Jell-O package are needed, they will be found in the little booklet in every package.

[ca. 1910s]

NIAGARA LITHO. CO. BUFFALO